

DEPARTMENT OF CALIFORNIA HIGHWAY PATROL

The California Highway Patrol is a law enforcement and traffic safety agency reporting to Business, Transportation and Housing Agency Secretary Maria Contreras-Sweet and Governor Gray Davis.



CONTACT: OFFICE OF PUBLIC AFFAIRS
(916) 657-7202
(916) 657-8639 - FAX

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CHP LAUNCHES TRAFFIC SAFETY OUTREACH PROGRAM FOR
AFRICAN-AMERICAN DRIVERS

SACRAMENTO – The California Highway Patrol has received a \$2 million federal grant for research and a media campaign to increase safety belt use and reduce DUI crashes among the state's African-Americans.

“Two of the major causes of fatal collisions are unrestrained passengers and use of alcohol,” said CHP Commissioner D. O. “Spike” Helmick. “National research indicates African-Americans are less likely to use safety belts and more likely to die in an alcohol-related crash. We want to do research to test these conclusions in California and change behaviors if they're true.”

The two-year grant was awarded by the state Office of Traffic Safety.

The information-gathering phase of the grant will begin with a series of regional symposiums from July through September. The meetings, scheduled for Fresno, San Francisco, San Diego, Sacramento and Los Angeles, will reach out to the African-American community for input.

A statewide symposium in February 2003 will include top CHP and African-American leaders.

The grant also will include a \$1 million paid media campaign featuring community-appropriate messages promoting safety belt use and discouraging drinking and driving.

“We want to find out what messages will best convey traffic safety issues to the African-American community,” said Helmick.
